



Bournemouth
University

Welcome to the Marketing Webinar



BSc (Hons) Marketing



Dr Elvira Bolat

Programme Leader
The Faculty of Management

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#Marketing defined

“Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.”

(The Chartered Institute of Marketing)

Marketing defined

Photo by Kevin Dooley / CC BY 2.0

In many organisations, marketing is at the heart of the company – aiding an organisation to identify where it wants to be in the future, who should its customers be, what types of products to develop, and how to be a success in an often very competitive landscape.

Why study Marketing ?

- Diverse and interesting career opportunities.
- Growing industry and many new areas of interest.
- You can work for any size company, in any sector, anywhere in the world.
- Allows creativity with a strategic edge.

THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

PART SCIENTIST

PERFORMANCE TRACKING



Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

OPERATIONS



With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

ANALYTICS



Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

CAMPAIGN PERFORMANCE



Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.



It's no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.

Subject approach

Business



Communication



BA Business
Studies



BA Business Studies
with Marketing



BSc Marketing



BA Marketing
Communications



Advertising
PR



MARKETING

Marketing Theory
Strategic Marketing
Marketing Planning
Brand Management
Marketing Communications
Economics
Law
Management
Business Organisation
Accounting
Financial Analysis
HR Management

MARKETING COMMUNICATIONS

Marketing Theory
Consumer Culture
Communication Skills
Media & Popular Culture
Digital Communications
Customer Communication
Brand Management
Creative Strategy
Persuasion & Influence
Relationship Marketing
Social Communication
Communication Strategy

Why BSc (Hons) Marketing?

4Ps



Title

- Body

Faculty of Media & Communications (FMC)



FMC at Bournemouth University is one of the largest of its kind in the world and has a global reputation for combining research and teaching practice

Faculty of Management (FoM)



International reputation as a leading provider of contemporary business education. It is a member of AACSB International – the Association to Advance Collegiate Schools of Business.



Best of Both: Giving the BSc Marketing a unique identity

What about the programme?

- **4 years**
- **Placement in 3rd year**
- **What will I study ?**
- **Year 1: example**

- **Fundamentals of Marketing;**
- **Consumer Culture & Behavior;**
- **Developing Management Competencies;**
- **Integrated Marketing Communications;**
- **Economics for Business Studies;**
- **Principles of Business Law**

Year 2:

- Research Imagination;
- Brands & Brand Communication;
- Digital Communications;
- Financial & Business Analysis;
- Business Simulation;
- Understanding Organisations & HRM

Year 4:

Core:

- Project/Dissertation/Academic Paper;
- Developing Strategy for Global Markets;
 - Organisational Leadership

Options:

- Brand Management;
- Corporate Sponsorship;
- Creativity in Communication;
- Relationship Marketing
- Corporate Finance;
- Entrepreneurship & Business Ventures;
- Principles of Consultancy;
- Strategic Management;
- International Management

What about the course?

**10-12 hours contact
between student/tutor**

- Lectures
- Small seminar groups
- Tutorials



Assessment

- Coursework & examinations
- Individual & group work
- Real-life or simulated projects



Placement Year

- 30 weeks minimum
- Help is provided by the placement team
- Earning between £15k-£19k in UK
- Placement visits
- 40% students invited to go back to placement companies after graduation

Placement Year

"I'm currently working in a film and entertainment PR company and have already had so many exciting things happen! Worked on a press junket for the Bobby Moore film and met Geoff Hurst, the man that won England the football world cup in 1966 (although I didn't know who he was until it was explained to me haha) That same week I went to the opening programme to the London Film Festival for which my colleagues and I are handling 4 of the films for (Octobers going to be a busy month 4 premiers in one day!!!) Today I'm getting to help my boss and go to the set of the new WWE film which is shooting in London to help with some of the press interviews so it's all very go go!

So far I'd say I'm having the best time of my life as I've finally found something I really want to do!! I really enjoy that I'm working with such a small group of people (6 of us) because it makes us all really close and I'd say it was more like coming to see your friends than coming to work! I've even been included in company pictures and have a picture going on the website! So I really feel included with the company.

We have a lot more projects lined up for us in the coming next few months so it's going to be a very jam packed time for me but I love it (Look out for the play we're doing in October, Trafalgar Studios called Ticking, I've been helping arrange interviews in the papers)."

Abby Duggan

BSc (Hons) Marketing student



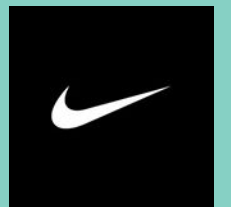
"My first 3 months at Nike have been truly incredible. The Nike team I working with are truly incredible, the hard work they put in to the campaigns and the overall passion they have for the company is truly inspiring and if anything motivates me to work harder every day.

I am currently working on the planning stages of Euros 2016 & Road to Rio Olympics 2016 which is very hectic but so exiting and inspiring to know that I will be a part of 2 iconic events next year. The main category I am working at this moment in time is the Sportswear category looking into collaborating with new media partners and influencers such as i-D Magazine & India Rose (Blogger) to deliver some exiting content to do with Nike Sportswear new range called 'Tech Pack'.

I think one thing that has stuck with me since I have started is something that my managers said to me on my 1st day. She said "you get what you put in" which is completely true, every day I try to excel in everything I do every day which has resulted in my going to the England Vs Switzerland game and London Fashion Week. Also seeing your ideas being used in campaigns which will be seen all over the UK is honestly."

Morfo Peyiazis

BSc (Hons) Marketing student





BBC Worldwide

Part of the Magic of The *WALT DISNEY* Company ©



**PLACEMENT
OPPORTUNITIES**



**HACKETT
LONDON**



COTY

Canon

Lilly
Answers That Matter.



BOSCH

What placement employers say?

“...has flown; she’s getting better every day. She’s clever, sharp and witty and has produced 4 or 5 outstanding pieces of work. She’s the only intern asked to stay on.”

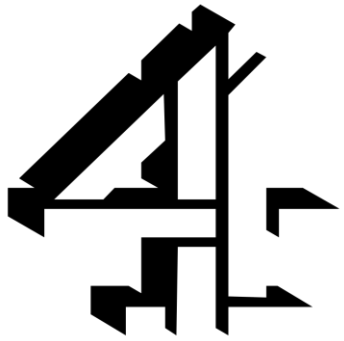
“...has excelled in many areas as is by far the best of the 5 interns we’ve had. She’s really been a massive support, is brilliant and totally gets what we do. She needs to understand how brilliant she is!”

“... has had a great year and has really grown. He’s been brilliant, keeping everything together when taking total responsibility for new store openings.”

“He has built very good relationships with his key stakeholders around the business. He has established himself as the go-to person for Marketing Automation and CRM, and his help and insight there are highly value.”

In-house opportunities

Organisations we've been working with...





Professional Qualification

*Exemptions on professional qualifications
at Certificate and Diploma level*

Entry level study option

CIM JOURNEY

- Starts with the Foundation Certificate in Marketing
- Optional (entry level) study programme
- Building on knowledge gained
- Awarded at start of year 2
- Valuable for placement applications
- Demonstration of personal and professional development

CIM commendation for
student performance in
2013-14, 2014-15 on the first
of the two units 'What is
Marketing':

"Excellent standard of results
achieved"

TESCO



Abercrombie & Fitch



M&S

Coca-Cola



CUNARD

CAREER
PROSPECTS



SIEMENS



3M



Career oriented programme

- **Marketing Manager**
- **Management Consultant**
- **Campaign Manager**
- **Brand Manager**
- **HR manager**
- **Business Manager**
- **Product Manager**
- **Sales Manager**
- **Data analyst**
- **Research Manager**
- **Account Manager**
- **Advertising Executive**
- **Assistant Category Manager**
- **Business Support Analyst**
- **Direct Marketing Assistant**
- **Events Account Executive**
- **Holiday Rep**
- **Media Planner/Buyer**
- **Media Sales Executive**
- **Operations Manager**
- **PR Account Executive**
- **PR Account Manager**
- **PR Executive**
- **Teacher**
- **Sponsorship Assistant**
- **Web Marketing Administrator**
- **Digital Marketer**

Expert lecturers

Good blend of Industry professionals and academic experts

***Enables us to deliver a highly vocational education
with a strong academic underpinning***

[10-12 hours formal contact per week between staff and students]

Investment in students

- Plenty of contact hours - Lecturers work closely with students
- Pastoral care
- PAL (Peer Assistant Learning) scheme
- Course representatives
- Student Union
- University Learner Support Unit



P3! Place: Why study at BU ?



Creating Global Talent

Developing your talent through

- Work & study abroad
- Placements support
- Careers & Employability support
- Volunteering opportunities
- Global BUddies
- Global Talent Programme



For more information visit: www.bournemouth.ac.uk/student/global-talent

Global (BU) – BSc Marketing examples



How is it to study at BU ?



<http://bit.ly/2fiCziH>

P4?

P4!

#**P**ASSION

for **MARKETING**

Any questions?

Contact askBU

Tel: 01202 961 916

Visit: www.bournemouth.ac.uk/askBU

E-Mail: askBUenquiries@bournemouth.ac.uk

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- **Open Days:** www.bournemouth.ac.uk/opendays
- **Fees and funding:** www.bournemouth.ac.uk/ug-funding
- **Course information:** www.bournemouth.ac.uk/courses

Academic contact

Dr Elvira Bolat, Programme Leader
ebolat@bournemouth.ac.uk